

REF ID: A6592  
Security Information

DDC& T2053

AIR

DLG C 603

AMEMBASSY

Chief of Mission, Frankfurt

ATTY: ~~REINHOLD WILHELM~~

Chief, DA

ATTY: ~~REINHOLD WILHELM~~

AMEMBASSY/ATTY/DA/DO/DC

Urgentian Newspaper, 100,000 copies

1. Headquarters case officer is currently responsible for supplying a complete progress report concerning ea on publication receiving financial support. This report will be a continuing process with corrections and revisions of data previously supplied. Therefore, it is requested that monthly reports regarding current status and progress of publication be submitted to headquarters, which would continually build up the information previously submitted.

2. Based on para 1 above, it is requested that the field case officer include the following data when submitting his report:

a. Circulation and Readership

- (1) Circulation
- (2) Quantity (evaluate reliability of figures)
- (3) Free
- (4) Subscribers: percentage renewed
- (5) Newsstand
- (6) Bulk sales
- (7) Comparison with previous years
- (8) Geographic distribution
- (9) Sales and distribution methods

b. Readership

- (1) Type of readership (general, intellectual, youth, labor, veterans, etc.)
- (2) Political, social and economic status of readers
- (3) Evidence of reader reactions, including surveys, lettermail, etc.

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ALL INFORMATION

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- (4) Influence on opinion - active groups and the general public.

3. Financial Data

- (1) Financial account - including income (as requested in Directive), 1 September 1953). Approval of future monthly statement will be contingent on receipt of satisfactory accounting for each month.

4. Editorial Data

- (1) Control and guidance.  
a. Nature and extent of our control over publication.  
(2) Responsiveness to our editorial guidance.  
(3) Time required for local news officer to obtain publication of desired item or line.  
(4) Does station staff read publication regularly, maintain a complete file.

5. Having contact with publication

- (a) by whom carried and for station, for publication, outcome if any.  
(b) Place, method and frequency of contact  
(c) never for content.

• • • Field stations will provide maximum representation of the potentialities of their publications in their respective areas capable of improvement.

3. It is requested that the above information as well as financial accounting beginning 1 April 1953 be forwarded to headquarters as soon as possible.

WVZ:hob (27 November 1953)

Distribution:

3-Fran  
2-Muni  
1-RI  
2-SR/3